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**To:** [Creina Chapman](#); [Rochelle Zurnamer](#); [Kelly Mudford](#); [Cathy Rainsford](#)  
**Subject:** Google Ads Safety Report  
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Dear ACMA colleagues, I hope this email finds you all well?

Every year since 2011, Google has shared information detailing the actions we've taken across our ads systems to keep out bad actors and protect users. On May 4th, we released our annual look at how we created a safer experience for users in the ad ecosystem in 2021. We're sharing more data than ever before through a [blog post](#) and our [full report](#).

**Some key metrics for 2021 include:**

- We **blocked or removed over 3.4 billion ads** for violating our policies.
- **We restricted over 5.7 billion ads.**
- We suspended more than **5.6 million advertiser accounts** for egregious policy violations.
  - Between 2020 and 2021, we saw triple the number of account-level suspensions.
- We removed ads from over **1.7 billion pages**.
- We removed ads from over **63,000 publisher sites**.
- **To combat fraud and scams, we suspended over 2.1 million accounts globally** for violating our policies to prevent fraud and scams including those prohibiting behaviors like phishing, circumventing our systems, cloaking and more broadly misrepresenting the business or service promoted.
- We blocked ads from running on hundreds of thousands of more pages compared to 2020.
  - This includes blocking ads on more than **500,000 pages that violated our policies against harmful health claims related to COVID-19 and demonstrably false claims** that could undermine trust and participation in our elections.

- **Responding to the war in Ukraine:** So far, we have blocked over 8 million ads under our Sensitive Events policy and removed ads from more than 60 state funded media sites across our platforms.

There's a lot more in the full report. Please take a look and let me know if you have any questions.

Kind regards  
Sam



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